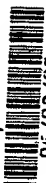


JCS42 U.S. PTO

09/586387



05/02/00

Class	Subclass	ISSUE CLASSIFICATION

PATENT NUMBER

U.S. UTILITY Patent Application

2 M.H. SCANNED	O.I.P.E.	PATENT DATE
	Q.A. 4/11	

APPLICATION NO.	CONT/PRIOR	CLASS	SUBCLASS	ART UNIT	EXAMINER
09/586387	D	709	10	2755	ELISCA

APPLICANTS

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TITLE

Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium

PTO-2040
12/99

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ISSUING CLASSIFICATION									
ORIGINAL			CROSS REFERENCE(S)						
CLASS	SUBCLASS		CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)					
INTERNATIONAL CLASSIFICATION									

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